

## Message Text

UNCLASSIFIED

PAGE 01 GOTEBO 00023 240955Z  
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W  
-----241119Z 020102 /17

R 240854Z JAN 77  
FM AMCONSUL GOTEBORG  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 154  
AMEMBASSY BRUSSELS  
AMEMBASSY LONDON  
AMEMBASSY STOCKHOLM UNN

UNCLAS GOTEBORG 0023

E.O. 11652: N/A  
TAGS: BTIO, SW  
SUBJECT: PRIVATE TRADE OPPORTUNITY - SPECIAL HANDLING

1. 401/02/P0035
2. 012077
3. EABERG
4. 401 SWEDEN
5. AY -- CONSULTANTS, CONTRACTORS
- 6A. REPLY TO --
- 6B. PER-OLOF EMANUELSSON, MANAGER
- 6C. ELOVENT AB  
KVIBERGSGATAN 81  
S-502 63 BORAS, SWEDEN
7. CABLE --; TELEX 36214 ELOVENTS; TEL: 033/12 78 20
8. --
9. 102-11 DIRECT SALE FOR RESALE, AGENCY
10. DESCRIPTION  
3422XXX-1300 RESIDENTIAL SOLAR ENERGY SYSTEM FOR HEATING AND  
344311X- COOLING; NATURAL ENERGY TRANSFER SYSTEM; ANY UNITS  
35644XX- OR SYSTEMS FOR SAVING ENERGY IN RESIDENTIAL HEATING.

THE CITY OF BORAS HAS FIRM PLANS TO BUILD 300 DETACHED HOUSES  
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EQUIPPED WITH ENERGY SAVING HEATING SYSTEMS. TWO WILL SOON BE  
BUILT FOR EVALUATING PURPOSES. ELOVENT AB, THE HEATING  
CONTRACTOR ESTIMATES TOTAL SALES VOLUME AT \$1,300,000.

ELOVENT WAS ESTABLISHED IN 1970. EMPLOYS 7. ANNUAL SALES 7  
MILLION SW. KR. OWNERS, PER-OLOF EMANUALSSON AND STIG LUNDIN  
BOTH HAVE STRONG FINANCIAL POSITIONS. THE BUSINESS IS PROFITABLE

AND WELL MANAGED. RELIABLE LOCAL SOURCES RECOMMEND BUSINESS RELATIONS.

11. CRITERIA C. PROBABILITY OF SUCCESS IS DIFFICULT TO PREDICT BUT THIS IS THE FIRST SWEDISH MAJOR PROJECT OF ITS KIND; IT WILL CREATE LARGE GOVERNMENTAL AND INSTITUTIONAL INTEREST. INTRODUCTION OF US EQUIPMENT VERY IMPORTANT FOR FUTURE MARKETING.  
BERG

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Sent Date:** 24-Jan-1977 12:00:00 am  
**Decaption Date:** 01-Jan-1960 12:00:00 am  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01-Jan-1960 12:00:00 am  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
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**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D770024-1133  
**Format:** TEL  
**From:** GOTEBORG  
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**Office:** ACTION EUR  
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**Original Handling Restrictions:** n/a  
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**Page Count:** 2  
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**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Retention:** 0  
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**Review Event:**  
**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 3524185  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** PRIVATE TRADE OPPORTUNITY - SPECIAL HANDLING  
**TAGS:** BTIO, SW  
**To:** COM  
**Type:** TE  
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**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
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